

Palatka Daily News

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AN EDITORIAL ADDRESSED TO THE DEAR LADIES

Today The News begins reuniting a series of seven little lectures to the dear things who spend our money. In purpose they are to bring to the unthinking ones a realization of what they are doing when they pick up a catalogue, notice a cut of some article of feminine wearing apparel and immediately feel the urge to order it. Very often they do not take the trouble to ascertain whether or not they can get it in any of the local shops.

If one Palatka woman does this it is a reasonable hypothesis to suppose that all of them would like to do it if there were no other reason than the same motive which actuates those who actually do it. Following such a course to its logical conclusion suppose every woman in Palatka ordered everything she wanted from a foreign mail order house, or—

Suppose that all of the women of Palatka yielded to the temptation to drive over to St. Augustine or to Jacksonville, to do a little window shopping for the rest of the thing, see something that appealed and bought it. Suppose, too, this practice were followed to its final analysis. Where would the husband's business in Palatka be, and where would the dollars come from that went to make these out of town purchases?

If all of the purchases that are made out of Palatka were made in Palatka the stores could carry larger and more varied stocks, business for your husband, no matter what line of business he might be in, would be better and Palatka would very soon afford every alluring article of apparel that you might want.

And don't imagine that people don't know that you are sending away to get what you wear. And don't imagine that we do not feel that you might construe this as important. It may be, but the curse of buying it out of town is seriously menacing the business of merchants who pay a very large proportion for support of municipal institutions. It has been said that one house in St. Augustine gets more patronage from Palatka than is accorded any house in Palatka by local buyers. We do not believe this, but from information gleaned from the post office and the express offices we are led to the conclusion that more women's wear is bought outside of Palatka retail stores than is bought in them.

The News, very naturally, feels the same concern over such a situation as must every other business in Palatka, for every dollar that is sent away means just that much less financial stability here and affects every line of business, merchants, doctors, lawyers, plumbers, printers, carpenters, schools and good roads.

RESEARCH WORK IN TROPICS

New York Zoological Society Has Station in British Guiana—Woman Is Official Artist.

The two principal fields of activity of the New York Zoological Society are the zoological park in the Bronx and the aquarium at the Battery. A third undertaking has been the successful establishing of a tropical research station in British Guiana, South America, under the directorship of William Beebe. This laboratory is situated in bungalows at the edge of the tropical jungle, and although almost on the equator, the absence of flies and mosquitoes, the cool nights and the comfortable living conditions make it an ideal place for scientists and artists to carry on research.

This last season 17 workers took advantage of the station. The official artist of the expedition is Miss Isabelle Cooper. This last year she executed over 300 water colors of creatures such as insects, fish, frogs, lizards, snakes, bats and other organisms whose delicate coloring vanishes almost immediately after death. The subjects are all drawn from life, being held in the hand and studied under a hand lens. The intricacy of detail and fidelity to the natural coloration, together with the beauty of very real artistic feeling, makes the paintings worthy of comparison with the work of Japanese artists.

CRESCENT CITY

Rev. R. T. Chafer left Tuesday morning to attend the fall meeting of the Seawater Presbytery of the Southern Presbyterian church at McIntosh. Dr. Chafer is a minister of the Southern Presbyterian church, but his membership is in the Presbytery of Greenville, S. C.

Rev. W. L. Atkinson has gone to Miami to attend the meeting of the Florida Presbytery of the Northern branch of the Presbyterian church, of which he is a member.

J. E. Bartlett is showing some attractive kodak pictures of a 14 pound big mouth black bass which he caught on Thursday of last week in Bird Pond just west of town. It was noticeable that one or two of these views showed this monster fish being held up by Col. Chas. A. Ferris of Seattle, Washington, and as fishermen's flesh is weak when it comes to catching big fish, it is more than likely that Col. Ferris will send some of these views to his old friends on the Pacific coast, allowing them to infer that he landed it after the usual struggle. Mr. Ferris, let it be known is some fisherman. He has brought in several strings of fish which numbered from five to eight and all of good weight.

Among the prominent arrivals of last week, and which gave much pleasure to the people of Crescent City, can be numbered Vol. and Mrs. B. H. Weeks. They came from their summer home at Galesburg, Ill., where they have been most of the time since leaving here in April. Col. and Mrs. Weeks own a large acreage of orange grove property near Hammond, and the Colonel reports that an inspection shows a big crop of fruit for the present season, possibly 5,000 boxes of good sized fruit.

The Georgetown-Fruitland school bus now comes in the mornings with a load of some 26 children from those places and Huntington. Mr. Eldridge who drove the bus last season, is again in command.

E. H. Williams and W. F. Glynn were motor visitors to Palatka on Monday in the Glynn car.

Clement Prevatt of Crescent City garage attended the annual automobile show in Jacksonville last week. Dr. A. B. Harbison leaves this week on a business trip to Philadelphia and other points in the north. Dr. Harbison does not expect to be gone over two weeks, and this is a

trip he has been contemplating for some time but from which he was compelled to hold back on account of local business matters.

Mrs. C. H. Preston has been quite ill for several days, but at last reports was feeling much better.

Mr. and Mrs. Davidson of Lake Como were pleasant visitors here last Sunday.

The town council at a special meeting held last Thursday, the sixth, passed a resolution to call a special election soon for the purpose of voting bonus to extend the electric lighting plant and to provide a municipal water system.

Mrs. W. C. Cartledge underwent a serious operation in a Jacksonville hospital last week, but is reported to be getting well. Mr. Cartledge was with his wife during the time of her illness. The sympathy of all the people of this section goes out to this popular couple in their affliction.

W. A. Russell has been on a business trip to Lake City and Live Oak during the past week.

Mr. and Mrs. B. F. Tilghast and Miss Helen Tillghast are in Savannah, Ga., for a two weeks visit at the home of Hon. and Mrs. W. J. Pierpont.

Clifford Hunter went to Jacksonville on Tuesday, returning the same day with his mother, who has been undergoing treatment at a hospital in that city.

Dave Gautier was a visitor in Jacksonville on Tuesday.

Mr. and Mrs. W. A. Warner spent Tuesday in Palatka.

Mr. J. E. Bartlett and his daughter, Miss Martha, were visitors to Palatka on Tuesday.

INTERLACHEN NEWS

To little Myrtle Schaffer, twelve year old daughter of William Schaffer, is awarded the palm for killing one of the largest hawks ever encountered in this vicinity. The bird swooped down to seize the chicken in the alleyway back of the Schaffer yard, and in some way became caught in the wire fence. Little Myrtle struck it with a stick, dislodging it, and then clambered to it to death. The bird measured four feet from tip to tip, and Myrtle has reason to be proud of her trophy.

Mr. and Mrs. K. Higginbotham and Miss Clarine Fraser motored out from Palatka Sunday morning, attending morning services in the Congregational church, and were dinner guests of Mrs. Christine Motes.

Friends of Mrs. Arden Jones will be sorry to learn that in addition to suffering from her fractured wrist, she has been quite seriously indisposed for several days, and will hope for her speedy recovery.

Mrs. Hester, of Hollister, was a guest of Mrs. E. A. Brush over the week-end.

Mrs. Jennie A. Smith, of New York who has been staying in Keuka through the late summer months, has taken a cosy little apartment in the Lake View, and is comfortably installed there for the winter season.

Dr. Geo. B. Waldron, Mrs. Stevens and Mrs. Fulton were here last week for a very brief visit to Mrs. Stevens' camp cottage at Mariners Lake.

CLASSIFIED ADS

WANTED—To rent furnished rooming house or small hotel well located, with prospect of buying. Address E. E. PERKINS, Rodman. 13-6t

HEMSTITCHING and piecing attachments, works on all sewing machines; priced \$2; personal checks 10c extra. Light's Mail Order House, Box 127, Birmingham, Ala. 10-13-6t

FOR SALE—In Palatka Heights, two large lots fenced; one new, five room house, on the brick road. Apply to H. M. MOODY. 11-13-6t

NOTICE—For first class Painting Decorating see J. W. Parton, back of Saratoga Hotel, or phone No. 60 after 6 p. m. Good work and fair price.

AGENTS WANTED for house house canvassing. A good opportunity for the right parties. Young ladies preferred. Apply between 9 and 10 a. m. 103 N. First street next to Southern Utilities office. 11-12-3t

Until Nov. 1st, I will continue to be in my office in the afternoons, only: Office hours 1:15 to 5:30 p. m. Phone 414 During Office Hours A. L. DAVENY, City Chiropractist. 11-13-6t

FOR SALE—Large flat top mahogany office desk with filing casing and drawers. Apply Daisy Tea Room. 11-12-3t

FOR SALE—A bargain, 16-gauge Winchester pump shot gun, new. Chas. E. Rowton, 20 Lemon St. 10-13-6t

FOR SALE—One large wood

Drs. Tumlin and Goodson
Crescent City, Florida
Calls answered promptly
Day or Night.

range. Good condition at \$12.50, worth \$30. Inquire at 310 Main street. 13-2t

STRAYED or stolen, pointer puppy, about six months old, white and brown. Answers to name of "Nell." Reasonable reward. W. B. Sadler, Union Station. 10-11-3t

FOR SALE—Petermann's famous Cedar Chests. One ready for immediate delivery. Apply to Henis Petermann, Palatka, Fla. 10-11-6t

FOR SALE—Domestic Science Fireless Cooker, good as new. A bargain. Can be seen at Hart Furniture Co. 10-11-6t

FOUND—One auto tire size 33x4, tube and rim. One can have same by proving property and paying for this ad. J. W. Hilliard. 10-11-3t

LOST—My teddy bear out of my buggy Saturday night; finder please phone 388 or notify little Mickey Millican, 115 S. 4th St., city

LOST—Bunch keys, name plate "T. J. Knight." Return to me and receive reward. T. J. KNIGHT. 10-9-2t

FOR SALE—A number of nice new 4 and 5 room houses, within one block of Lemon street. Terms if desired. E. R. Conway, Box 164, Palatka, Fla. 10-8-2t

WANTED—Situation by a Drug clerk; 7 years experience in front and prescription work; desires location in State of Florida. Address C. L. Cauthen, Timmonsville, S. C., drawer P. 10-7-6t

WANTED—To buy show cases 4 6 and 8 feet in length. Address J. W. Carr, P. O. Box 448, or call at 806 Lemon street. 10-5-6t

B. H. KENDRICK
Practical Accountant
Will open a class in Bookkeeping and Accounting, October 17. Complete course \$50.00
PHONE 378-W

FOR SALE—New six room bungalow, with bath. Apply Porter Bros. 7-14-t

ON ST. JOHNS RIVER—80 acres high rich hammock land. Fine view, wonderful oaks, ideal for subdividing. \$3,750. Terms. E. E. Frederick, Winter Haven, Fla. 10-6-7t eod

FOR RENT—Two furnished rooms for light house-keeping. Apply 509 Bronson street. 10-5-6t

FOR SALE—Five room bungalow, furnished. All modern conveniences. Garage and chickens, located on Francis Road, Palatka Heights.

William H. Brown. 10-4-6t
FOR SALE—Half or all interest in OWL Cafe and Soft Drink Stand, the best location in Palatka. Apply 306 Lemon St.
FOR RENT—One nice furnished room. Apply 206 North Fifth St.

BUSINESS AND PROFESSIONAL DIRECTORY OF PALATKA

You can find the name and address of every live Professional and Business man in the city in this column. If your name is not here we suggest that you see us NOW.

STOP AT THE
PUTNAM HOUSE
OPEN ALL THE YEAR
Rates \$1.00 Per day and up.

EAT AT
Joyner's Restaurant
H. T. JOYNER, Prop.
Meals 35c 612 Lemon St.

Meet me at
White's Pool Room
116 Lemon Street
The most popular place in town
Tables have all been recushioned.

Bardin's Machine Shop
Repairing All Kinds Machinery,
Boilers and Blacksmith Work
118 South Second Phone 339

Mattresses Made Over
Old Mattresses Made New
Work Guaranteed
Prices Right
Vego Hair Mfg. Co.
Phone 432 6th Street

JOHN J. MURPHY
Real Estate

Browning's Barber Shop
29 Years of satisfactory service
"The Fountain of Youth"
G. ARTHUR BROWNING, Prop.

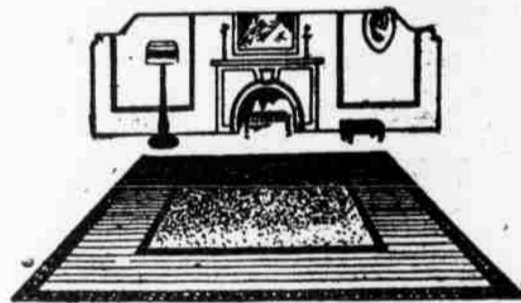
Howell Hotel
"On the River Front"
Most comfortable rooms in the city
Reasonable Rates
MRS. WM. JOHNSON, Prop.

American Shoe Shop
Will do your shoework right
us a trial.
S. L. NORRIS, Prop.
403 Lemon street.

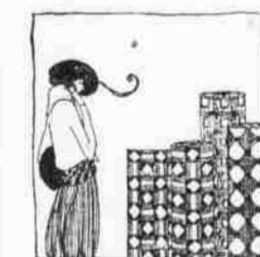
Chero-Cola
THERE'S NONE SO GOOD
5c

Children's Haircutting a Specialty
Strictly First Class White Barber Shop
214 Lemon Street
S. J. Denmark, Prop., Palatka, Fla.

Are You Comfortably Furnished for the Winter? Our New Things Are In



Axminster, Wiltons and Tapestry Rugs, all the latest patterns and shades, are among our new arrivals. Also a complete line of GRASS RUGS \$1.29 to 9 x 12 at \$27.50 ranging from 27 x 54 inches at



GENUINE LINOLEUMS

for Kitchen and Bath Room. Beautiful Patterns
Per square yard

\$1.25 and \$2.50

Now is the time to buy your Blankets—New shipment just in, Wool, Woolnap and Cotton.

\$2.25 to \$12.50



Keep Your Home Warm
O. K. Stoves and Ranges

Have been the standard of the south for 22 years. We take your old stove or range as part pay on a new one.

Heaters, Pipe, Elbows, Tins, Etc.

Yelverton Furniture Co.
COMPLETE HOME FURNISHERS

Palatka, Florida

Lend Them Your Eyes!

Every time you see an advertisement, someone is talking to you. He doesn't intrude, he doesn't shout, he doesn't argue. He simply tells you about something he feels will interest you in a way that he thinks will please you.

There are many advertisements in this paper, therefore at least that many persons are talking to you. But you have only to listen to one at a time, calmly, at your leisure.

They'll tell you many a thing you'll want to know, give you many a pointer on careful buying, tell you just where to go for something you want, and altogether save you countless steps and many pennies.

Lend these folks your eyes
for a time each day